

House \_\_\_\_\_ Amendment NO. \_\_\_\_\_

Offered By \_\_\_\_\_

1 AMEND House Committee Substitute for Senate Bill No. 342, Page 10, Section 262.795, Line 13,  
2 by inserting after all of said line the following:

3 "262.975. 1. The department of agriculture may contract with an internet website  
4 development company to build and maintain the "Missouri International Agricultural Exchange"  
5 website. Such website shall contain content approved by the department to promote Missouri  
6 agricultural products and services to international agricultural buyers.

7 2. The exchange shall allow Missouri-based agricultural sellers to post their products  
8 produced in this state on the website at no charge to assist in marketing such products to international  
9 buyers. All sellers shall be required to register through the website and show proof of Missouri  
10 residency and other information as required by the department. Except for advertising under  
11 subdivision (2) of subsection 3 of this section, only agricultural products and services produced in  
12 this state shall be allowed on the exchange website.

13 3. The state of Missouri shall have exclusive rights of ownership of all website content  
14 produced on the Missouri international agricultural exchange website, including but not limited to all  
15 creative materials, copyrights, photographs, or illustrations contained on the website. Subject to  
16 department approval, the website developer is authorized to:

17 (1) Use all informational content provided by the department of agriculture, add to such  
18 content, and apply search engine optimization to the website content to achieve a high search engine  
19 ranking;

20 (2) Sell advertising on the exchange website to any entity that will benefit from marketing to  
21 international agriculture producers and buyers. The website developer shall be solely responsible for  
22 all costs associated with the development, marketing, and maintenance of the exchange website, with  
23 the website developer retaining all advertising revenues obtained from such exchange website to  
24 provide the financing for such exchange website;

25 (3) Prohibit the sale of advertising to any entity on the exchange website that is not related to  
26 agriculture or furthers the interest of hate content, obscenity and sexual material, bombs, spyware,  
27 adult content, political content, antigroup content and violence, discrimination, political campaigns  
28 or causes, public advocacy or lobbying, copyrighted works, counterfeit designer goods, drug and  
29 drug paraphernalia, fake documents, gambling, hacking and cracking sites, miracle cures,  
30 prostitution, scams, phishing for personal information, tobacco and cigarettes and traffic devices, and  
31 other types of advertising deemed not appropriate by the director; and

32 (4) Ensure that all website content shall be named a ".com" domain to allow for  
33 advertisement.

34 4. The website developer shall:

35 (1) Have proven experience and expertise in search engine optimization, as determined by  
36 the department or the department of economic development;

37 (2) Provide evidence of prior website development projects produced by the website

Action Taken \_\_\_\_\_ Date \_\_\_\_\_

1 developer which increased search engine rankings for the client.

2 5. The department of agriculture, in consultation with the department of economic  
3 development, shall review all applications and award one annual contract for the development,  
4 design, marketing, and maintenance of the exchange website, with annual renewals for continuing  
5 upgrades, marketing, and maintenance of the website. The department of agriculture shall have the  
6 authority to terminate any contract under this section at the department's discretion. Any website  
7 developer under contract with the department of agriculture may have a contract terminated for  
8 failure to operate under the department's guidelines for the exchange website. If a contract is  
9 terminated, the department shall immediately assume ownership of all site-related domain names. If  
10 a contract is terminated, the department shall award a new contract in accordance with the  
11 procedures for awarding the initial contract under this section.

12 6. The department of agriculture may promulgate rules necessary to implement the  
13 provisions of this section. Any rule or portion of a rule, as that term is defined in section 536.010,  
14 that is created under the authority delegated in this section shall become effective only if it complies  
15 with and is subject to all of the provisions of chapter 536 and, if applicable, section 536.028. This  
16 section and chapter 536 are nonseverable and if any of the powers vested with the general assembly  
17 pursuant to chapter 536 to review, to delay the effective date, or to disapprove and annul a rule are  
18 subsequently held unconstitutional, then the grant of rulemaking authority and any rule proposed or  
19 adopted after August 28, 2013, shall be invalid and void."; and

20  
21 Further amend said bill by amending the title, enacting clause, and intersectional references  
22 accordingly.